



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Social Network Theory and Analysis for the Cultural Sector

PROF. ALBERTO MONTI

Course aims and intended learning outcomes

The objectives of the course 'Social network theory and analysis for the cultural sector' are:

- To acquire the basic jargon and concepts necessary to discuss, in a precise and consistent manner, issues related to social network theory and analysis and how to address them in different contexts;
- To design and execute network analysis projects applied to real cases;
- To develop your understanding of social network theory and analysis and its managerial implications.

Course content

This course can offer but a brief introduction to the broad landscape of social network theory and research and its application at individual, group and organizational level to different contexts and in particular the cultural sector. The first part of the course introduces students to the basic concepts such as nodes, arcs, centrality and social capital as well as network theory, such as how network structure is related to individual's creativity and career success, or how position in a network translates to power. Thus, this part of the course aims at enabling students to understand the main issues in social network theory and analysis and their role in influencing individuals and organizations. In the second part of the course, students will also learn how to identify key individuals and groups in social systems, to detect and generate fundamental network structures by applying the research tools of social network analysis on real data. Therefore the focus will be the application of these concepts and tools in the cultural sectors as a problem solving analytic framework enabling students to suggest potential courses of action to reinforce or change observed situations.

Reading list

S.P. BORGATTI-M.G. EVERETT-J.C. JOHNSON, Analyzing social networks, SAGE Publications Limited, 2013.

Lectures, cases and notes provided by the instructor.

Teaching method

The goal of the course is to build knowledge and, above all, problem solving abilities through social network theories and techniques. We will do this by combining a rigorous theoretical approach with the discussion of cases, exercises, the use of social network software on real data, group project works, and invited speakers. In order for the students to gain the maximum from classes it is therefore of paramount importance that they come to class prepared, and ready to participate in the discussion, either individually or as a group.

Assessment method and criteria

The evaluation will reflect the objectives of the course and its teaching methods and will consist of a written exam integrated by group and/or individual work as well as discussion of articles or case studies. The specific modalities will be communicated at the beginning of the course and made available on Blackboard.